



## SELLING ENERGY STAR® QUALIFIED COOLING EQUIPMENT: HOW YOU CAN PROFIT

When your customers purchase cooling or heating equipment that has earned the ENERGY STAR, they can trust that it meets strict energy efficiency guidelines set by the US Environmental Protection Agency (EPA), with no compromise in quality. The ENERGY STAR is recognized by 40 percent of all Americans and is now found on products in more than 35 product categories, including electronics, lighting, office equipment, major appliances, and heating and cooling equipment.

ENERGY STAR qualified home cooling equipment uses 25-40 percent less energy per year than new conventional models and includes central air conditioners, geothermal and air-source heat pumps, and programmable thermostats.

Well-informed contractors and dealers across the country now use the ENERGY STAR to help them sell higher-priced, higher-value heating and cooling equipment, often increasing their profitability while saving their customers money in the long run.

### WHAT DOES ENERGY STAR OFFER MY CUSTOMERS?

> **Value.** A properly-sized and installed ENERGY STAR qualified central air conditioner uses 25 percent less electricity than a standard new central air conditioner. Savings on utility bills will vary based on equipment use and climate. In warmer regions your customers will often save more.

> **An Environmental Choice.** When you use less energy, fewer fossil fuels are burned at your local power plant, which means less air pollution. If one household in ten bought ENERGY STAR heating and cooling equipment, the change would prevent 17 billion pounds of air pollution.

> **First-Cost Savings Potential.** Your clients may be able to save on the first-cost by taking advantage of local utility or manufacturer rebates often offered on ENERGY STAR qualified products. Find out if there are rebates in your area that offer higher quality products for less.

### WHAT DOES ENERGY STAR OFFER MY BUSINESS?

> **Profitability.** ENERGY STAR offers value because it stands for high efficiency, providing a lifetime of potential utility bill savings. Selling ENERGY STAR qualified cooling equipment can generate more profit, because it's often more expensive, while increasing customer satisfaction and loyalty.

> **A Competitive Edge.** The demand for energy-efficient products and services is increasing as consumers, utilities and local governments look for ways to save energy. Give them what they're asking for—energy savings they can count on for value, comfort, long-term savings, and environmental benefits.

> **Third-Party Credibility.** Build upon ENERGY STAR, the trusted symbol for energy efficiency and environmental protection from the US Environmental Protection Agency and Department of Energy.

> **Marketing and Media Resources.** Use marketing resources listed in the "Get Started" section to better leverage your resources and build on ENERGY STAR's ongoing marketing and media initiatives.

## HOW DO I GET STARTED?

> **Get Educated.** Learn about the benefits of ENERGY STAR, including the potential savings on homeowner utility bills. Request and use ENERGY STAR's HVAC Investor Software in order to 1) calculate short and long-term financial and environmental benefits provided by a high efficiency system, and 2) compare the costs/savings of repairing an existing system versus purchasing a less efficient system. Demonstrate the total savings to your customers.

> **Offer ENERGY STAR.** Provide bids for ENERGY STAR qualified cooling equipment and programmable thermostats as well as energy efficiency improvements for their overall system (such as checking the home envelope or duct system for leaks).

> **Discover Rebates.** You and your customer can profit from a national or local rebate toward an ENERGY STAR qualified cooling system. Find out if they're available.

> **Customize Marketing Tools From ENERGY STAR.** Use and reference ENERGY STAR's Web site, fact sheets, advertising templates, and "We Sell ENERGY STAR" and "Ask About ENERGY STAR" logos. These logos can be downloaded from [www.energystar.gov/linkage](http://www.energystar.gov/linkage).

## WHICH PRODUCTS QUALIFY FOR THE ENERGY STAR?

Any product that meets the below specifications is eligible.\* Contact your preferred manufacturer to find out their selection of qualifying products.

## HOW DO HOME COOLING PRODUCTS QUALIFY FOR THE ENERGY STAR?

### ENERGY STAR CRITERIA FOR RESIDENTIAL AIR-SOURCE HEAT PUMPS AND CENTRAL AIR CONDITIONERS

| PRODUCT TYPE   | SEER | EER*   | HSPF<br>(for heat pumps only) |
|--|------|--------|-------------------------------|
| Split Systems  | ≥ 13 | ≥ 11   | ≥ 8.0                         |
| Single Package Equipment<br>(including gas/electric package units) | ≥ 12 | ≥ 10.5 | ≥ 7.6                         |

\* To meet ENERGY STAR EER guidelines, HVAC equipment must be matched and installed with the proper coil.

For detailed information about the above guidelines, please contact one of the staff listed below.

## CONTACT INFORMATION:

- > Steven Ryan, EPA: (202) 564-1254, [Ryan.Steven@epa.gov](mailto:Ryan.Steven@epa.gov)
- > Julia Judd, Consultant to EPA: (202) 862-1247, [jjudd@icfconsulting.com](mailto:jjudd@icfconsulting.com). For general information and information on national or local consumer rebates on ENERGY STAR qualified cooling equipment.
- > Gwen Duff, Consultant to EPA: To request HVAC Investor Software, please email [gduff@icfconsulting.com](mailto:gduff@icfconsulting.com).

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